

A woman with long brown hair, wearing dark sunglasses and a white cape with a black trim, stands in a city street. The background shows multi-story buildings with many windows and balconies. The text "Zalando Partner Marketing Services x Ellos" is overlaid in white on the image.

Zalando Partner
Marketing Services x
Ellos

Challenge: amplifying the effect of Sponsored Collections



Ellos is a leading e-commerce site for fashion and home furnishing, based in the Nordic market including Sweden, Norway, Finland, and Denmark. Their goal is to provide the established woman with a commercial fashion and home decor offer - always affordable, up-to-date, and relevant.

ZMS partnered with Ellos in order to test and measure the ability of our Sponsored Collections Offering to influence Zalando user behavior with the brand. ZMS specifically focused on the “Consideration” funnel stage, where users are engaging with the brand assortment, collecting information about specific items.

Objectives

- Measuring the impact of the new Sponsored Collections offering
- Guide customers towards making informed decisions by providing detailed information and opinion-influencing content

Solution: the incrementality lift study



An incrementality lift study is considered the industry “gold standard” in marketing effectiveness measurement. In a lift study, Zalando customers are randomized into two groups.

The first group is allowed to see the campaign as usual, whereas the second group, which should normally see the ad, is not allowed to see it. By comparing these two groups, we capture the normal organic baseline of a brand in addition to incremental uplift directly caused by the campaign.

This measurement set-up allowed ZMS to measure the campaign’s exact impact on Zalando customer consideration and broader customer behavior.

Solution: In-Catalog Ad



As part of the incrementality lift study, Ellos invested in an In-Catalog Ad, which is part of ZMS' new Sponsored Collections Offering. The In-Catalog Ad is a product-focused banner which fits seamlessly within a Catalog page. It provides the user with a native experience very close to the point of sale. The banner also links to a brand-specific Catalog page that highlights the brand's full assortment.

Ellos was able to inspire more Zalando users to consider their product assortment, particularly users who had not viewed items from their collections in the past.

Results: overall

41.3%

Uplift in PDP views

65.7%

Uplift in add to wishlist

23.5%

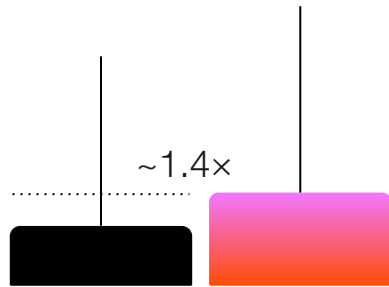
Uplift in add to cart

ZMS found that by investing in the In-Catalog Ad, Ellos' campaign drove a strong and statistically significant* uplift across the mid-funnel. The campaign was particularly effective in driving new users to interact with the brand's assortment.

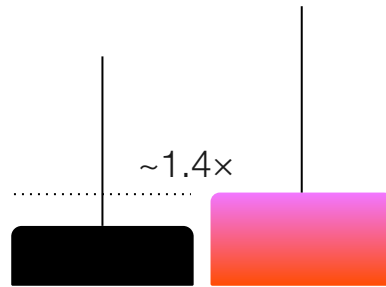
*Statistically significant at a 90% confidence level

Results: new users vs existing ones

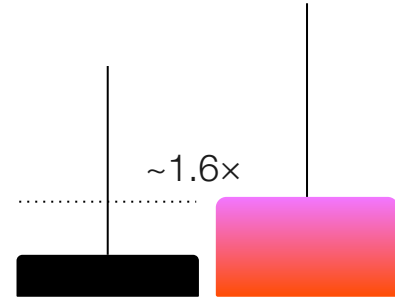
PDP view uplift (%)



Add to wishlist uplift (%)



Add to cart uplift (%)



Existing users New users

*New users are defined as Zalando users who did not view a PDP from Ellos in the 365 days prior to the campaign's start date.